

MISCELLANY

From time to time in this department of California and Western Medicine, appear columns grouped under the following headings: Comment on Current and Recent Articles in this Journal; News; Medical Economics; Readers' Forum; California State Board of Health; and California Board of Medical Examiners. For Book Reviews, see index on the front cover, under Miscellany.

CURRENT COMMENT

The Endorsement of Commercial Products by Physicians—In this present era of advertising and publicity, it has become a widely followed practice for the makers of all kinds of goods to advertise their wares by printing the pictures of well-known men or women together with their endorsements of the product. Thus, we are accustomed to see portrayals of dramatic critics, actors and others smoking some particular brand of cigar or cigarette and certifying that there is nothing like it. The endorsers, we understand, are not infrequently remunerated.

The propriety of this course on the part of those who furnish their endorsements, where such endorsers are members of the laity, is a matter falling within their liberty of choice, and is properly governed by their own sense of the fitness of things. When, however, non-therapeutic agents, such as, for example, cigarettes, are advertised as having the recommendation of the medical profession, the public is thereby led to believe that some real scientific inquiry has been instituted, and that the endorsement is the result of painstaking and accurate inquiry as to the merits of the product.

So then by this advertisement the general public is given the impression that there has been a real scientific inquiry as to the therapeutic effect of the cigarettes in question, and that a real scientific investigation has been made, as a result of which the conclusion has been scientifically arrived at that the cigarettes in question were "less irritating to sensitive or tender throats than any other cigarettes." It is highly improbable, to say the least, that any such scientific investigation such as doctors make in order to determine the value, let us say, of insulin or other therapeutic agents, had been made. The thinking members of the public must realize this, and those of them inclined toward a dislike or suspicion of the profession might unfortunately be led to the conclusion that professional judgment was in some instances tainted with that commercialism which would destroy its scientific value. If this is so, such conclusions would not aid in building up that confidence and respect for medical opinion to which your great profession and its individual members so richly are entitled.—Lloyd Paul Stryker. (Reprint from *New York State Journal of Medicine*.)

NEWS

Meeting of Laennec and Trudeau Societies—The Laennec Society of San Francisco, made up of a small number of physicians interested in lung disease, has invited the Trudeau Society of Los Angeles to unite with it in presenting to the profession a symposium on lung surgery on Saturday, January 28, 1928.

On Saturday morning at 9 o'clock at the San Francisco Hospital there will be a clinic at which Doctor Thearle will do the operation of thoracoplasty, and Doctor Matson will do a Jacobaeus Unverricht operation on pleural adhesions. Dr. Leo Eloesser will either do an operation on a case of bronchiectasis or illustrate the operation and show a number of cases.

On Saturday afternoon at 2 o'clock in the rooms of the San Francisco County Medical Society a literary program will be presented, consisting of papers by the invited guests with lantern slide exhibition, and papers also by leading surgeons who have done con-

siderable work in this field, including Dr. Harold Brunn of the University of California Medical School on lobectomy for the treatment of bronchiectasis; Dr. Leo Eloesser, professor of clinical surgery, Stanford University Medical School on partial thoracoplasty; and Dr. Emile Holman of Stanford University Medical School on experimental production of tuberculous abscesses of the lung.

It is probable that Dr. Edward Archibald of Montreal who is to address the Academy of Medicine on the night of January 28 will give some clinics and participate in the afternoon meeting at the San Francisco County Medical Society rooms.

Full announcement of the program is appended. The medical profession is invited to attend the morning operations and the afternoon session.

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Laennec Society's Symposium on Lung Surgery—Saturday morning, 9 a. m., San Francisco Hospital, January 28, 1928. Main surgical amphitheater:

Thoracoplasty—Dr. William A. Thearle, Major Medical Corps, U. S. A. (retired), and formerly surgeon at Fitzsimmons Hospital.

Jacobaeus Unverricht operation on pleural adhesions—Dr. Ralph A. Matson.

Bronchiectasis operation and case reports—Dr. Leo Eloesser.

Saturday afternoon—Rooms of San Francisco County Medical Society, Laguna and Washington streets:

Surgical operations for the relief of lung tuberculosis by compression—Dr. William H. Thearle, Denver, Colorado.

The Jacobaeus Unverricht operation for removal of pleural adhesions which prevent successful lung collapse—or something on his dissections of the phrenic nerve—Dr. Ralph A. Matson, Portland Oregon. Discussion by Dr. Edward Archibald, Montreal, Canada, guest of the Academy of Medicine.

Lobectomy for the treatment of bronchiectasis—Dr. Harold Brunn, professor of surgery, University of California Medical School.

Partial thoracoplasty for pulmonary tuberculosis—Dr. Leo Eloesser, professor of clinical surgery, Stanford University.

The surgery of lung abscess—Dr. Emile Holman, professor of surgery, Stanford Medical School.

Saturday evening:

Academy dinner.

Thoracoplasty—Dr. Edward Archibald. Discussion by invitation: Major William A. Thearle, Denver, Colorado; Dr. Matson, Portland, Oregon.

How to Secure Treatment for a Needy Crippled Child—Under a new law passed at the last session of the legislature, provision is made for the treatment of crippled children. In order to make the essential details relative to the working of the law readily available the following questions and answers are published here:

Q. For whom is the Crippled Child Act designed to provide treatment?

A. Needy physically defective or handicapped persons under 18 years of age, residents of California, who should have necessary surgical, medical, hospital, physiotherapy, occupational therapy, or other service, special treatment, materials, or appliances for use in relieving their defective or handicapped condition.

Q. Is treatment provided for all handicapped individuals?

A. No. Only for those whose parents or guardians